

No profile views on Upwork = No izzat in society
In short, Zero Views = Zero Respect in your own home

On a serious note:

The problem might not be your proposals.

It's that clients can't even see your profile.

Your profile isn't just about fancy intros.

It's about showing clients that you're the right fit.

“It's about “this guy can make money for me”

He/she can save time for me...

1. Professional Photo

- Use a clear, well-lit headshot.
- Smile, it builds trust:)

Bonus Tip: Wear a solid-colored shirt and keep the background simple.



Haseeb A. 

 Islamabad, Pakistan – 11:39 pm local time

 Available now



100% Job Success



Top Rated Plus

2. Pick a Clear Niche

- Don't be "Generic" in your title.
- Be specific about what you do.

BAD: SEO EXPERT | SEO WRITER | GRAPHIC DESIGNING EXPERT.

GOOD: Direct Response Copywriter | Email Copywriter | Landing page Copywriting

Bonus Tip: Use client-focused words, use the Major keyword + the sub keyword

Use only once. Upwork doesn't care about it. Upwork is greedy for keywords.

3. Profile Overview

BAD: "I am this, I can that..." sounds like a résumé, not a sales pitch.

GOOD: Show clients what's in it for *them*. Talk about their pain points and how you solve them.

Bonus Tip: Follow the formula: **Problem → Solution → Results.**

4. Use Keywords in your Profile

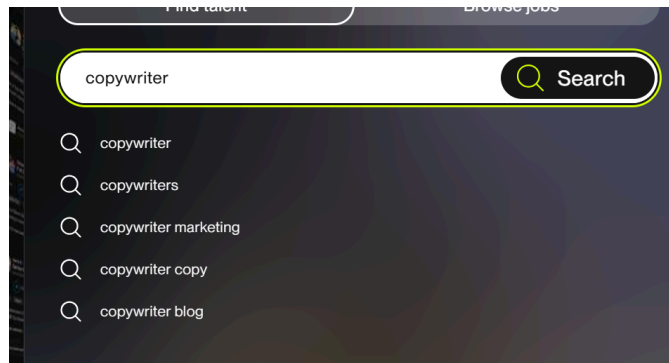
Add relevant keywords naturally in your title, overview, and skills.

BAD: Instead of just saying "I'm a copywriter,"

GOOD: "SEO Copywriter, Landing Page Specialist, Email Marketing."

Bonus Tip: Research top freelancers in your niche and notice which keywords they repeat.

See below, Upwork algorithm's suggested keywords, add them too.



5. Use a powerful Hook in the First 2 Lines

The moment your profile shows up in front of clients. The first lines decide if clients click or not. Show result, not just experience.

BAD: Instead of saying “I am a copywriter with 2 years of experience”

GOOD: “Posting consistently, but aren't getting views? While your competitors get 10x more engagement than you?”

It's not luck – it's video editing that understands the algorithm's psychology.

6. Build a Portfolio with Case Studies

BAD: Don't just upload work, tell the short story behind it.

GOOD: “A skincare brand had low sales → I wrote copy ads → sales grew 35% in 2 weeks.”

7. Fill the Skills Section with Targeted Keywords

- Upwork lets you add 15 skills and add skills that match your niche.
 - These are fuel for your ranking, make sure to add the right one.
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8. Project Catalog

- Project Catalog is like your shop on Upwork.
- Clients see your ready-made offers and can message you without a proposal.

Tips to Make a Winning Project Catalog:

- **Make your Title Clear**
 - **Professional Image** of your service
 - **Simple Steps** tell exactly what clients will get.
 - **Right Price:** Start fair, increase later.
 - **Use Keywords:** Add client search words like “*landing page copywriter*”
 - **CTA:** End with → “*Have questions? Message me anytime.*”
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9. Keep Your Profile Updated

- Update your profile every 3–6 months so it matches what clients want.
 - This small step can help you get more clients & profile views.
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10. End your profile description with a Clear CTA

- Tell clients what to do next so they don’t just read and leave.
 - **CTA:** “Need blog posts that bring traffic? Message me today and let’s start.”
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REMINDER:

Don’t Make These Profile Mistakes.

Avoid these common mistakes that make your profile ghost:

- No Profile Photo
- Generic Title
- Talking Only About Yourself in the description section
- Portfolio without case studies
- No relevant Keywords
- Too Long or Boring Description with too many emojis

- Missing CTA (Call to Action)
- Incomplete Profile, missed video introduction section, testimonial, work history, etc.